



San Francisco  
Green Film Festival  
[greenfilmfest.org](http://greenfilmfest.org)



## 2015 Annual Report

**San Francisco Green Film Festival celebrated its fifth anniversary with the biggest ever line-up of compelling environmental films & discussions.**

Throughout the year, SFGFF presented an extensive range of films connecting people to the most pressing green stories. The Festival theme *Changing Cities* was a launchpad for lively shows that sparked ideas and debate with filmmakers, experts and audiences. Our ongoing partnerships with local environmental, film, and arts organizations helped to create deep and lasting impact for green causes.

This year, we had significant growth in our programs and organization. Our overall number of SFGFF film programs increased 30% to 40. This included additional year-round, community outreach screenings and free programs across the Bay Area. Our audiences grew 33% and our revenue 51%. Our new Festival Membership program, launched in April, now has 79 members.

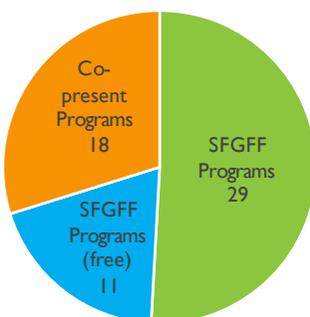
This huge growth reignites our mission for the year-ahead, as we see the clear desire of audiences to seek environmental stories and find ways to get involved. An immediate priority is to find ways to serve new audiences, grow attendance, and take the Festival and its films to new places across the region. In the year ahead, this will spur investment in marketing, outreach and new venues, including the Castro Theatre for Opening Night. Next year, the Festival moves to April, to be a citywide celebration for Earth Day (April 22), which we anticipate will spark new interest and support.

We will continue to invest in our core team, to ensure the ongoing sustainability of the organization. Our staff and Board are passionate about the Festival's mission & programs and look forward to welcoming new supporters in 2016.

## Program at a Glance

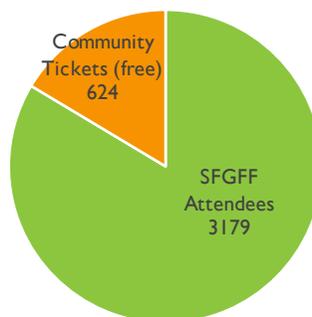
### PROGRAMS

**20%** increase in total programs to **58** programs.



### AUDIENCE

**33%** increase in Festival attendance, with average **65%** capacity at events..



### FILMMAKERS & GUESTS

We screened **71** films from **25** countries,, representing diverse voices & stories:

- **33%** of films from the Bay Area;
- **40%** of films international;
- **42%** women directors;
- **5** first time feature directors;
- **6** youth filmmakers; and
- **Over 100** filmmakers, environmental experts and community leaders in attendance at our events.



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## Our Impact

**Our mission is to educate and connect communities through forward-thinking programs of environmental films, dialogue, and action opportunities.**

### CURATING FILM PROGRAMS

Our environmental programs were hand-picked to bring high-quality filmmaking and a range of film styles and techniques to challenging environmental stories. Our audience rated **95%** of films good or excellent.

### INSPIRING ACTION

We have **six** themes for people to learn more and take action: Changing Cities, Climate Change, Future of Food, Nature, Water in the West, Zero Waste. At **4 in 5** shows there were special guests, including filmmakers, film subjects and experts, to discuss the issues with the audience. Speakers included Annie Leonard (Greenpeace), Dan Koeppel (author), Ralph Eggleston (Pixar), Bevan Dufty (Mayor's Office), Louie Psihoyos (OPS) and many, more. **79%** of attendees said they have been inspired to take action.

### BUILDING COMMUNITIES

We want to reach anyone with a curiosity, however small, in building a sustainable future. Working with our **37 community partners** gives us connections across the Bay Area, allowing us to extend our reach and serve many different people. This included SF Bicycle Coalition, SPUR, Walk SF, Friends of the Urban Forest, SF Department of the Environment, Greenpeace, Sierra Club, and 350. To give more people the chance to get involved, **1 in 4** of our events were free to the public.

### SUPPORTING FILMMAKERS

We've supported the work of over **100 filmmakers** this year by sharing their films and building a network of support, including programs at our annual Festival, filmmaker residency and works-in-progress screenings. We pay particular consideration to emerging filmmakers; Bay Area and international filmmakers; first time or youth filmmakers; and female filmmakers. The 2015 Festival included **five features** from first-time directors and **42% of all films were directed by women**. We celebrate & promote our films and filmmakers with the annual Festival Awards.

### ENCOURAGING YOUTH

We work with local film contests for aspiring environmental filmmakers and showcase young filmmakers at the Festival. In 2015, **six films** screened were from young filmmakers and we presented the inaugural SFGFF Young Filmmaker Award. **10% of tickets** at the Festival were offered complimentary to schools and youth organizations. In the Fall, we launched a Climate Action Film Contest with SF Department of the Environment, to encourage K-12 filmmakers. The contest received **251 entries**.

*"The Festival focuses our attention with wit and enthusiasm, eschewing superficial provocation for a deeper, longer-lasting impact."* **Michael Fox, KQED**

*"I love the SF Green Film Festival because it gives me hope, big ideas, new things to think about and new ways to organize and be an activist."* **Karen Topakian**

*"What an amazing turn out of San Francisco's best environmental supporters!"* **Gina Papabeis, Racing Extinction**

*"Your support was so valuable for our process in making the film. And the festival itself is so inspiring!"* **Michelle Steinberg, Beyond Recognition**

*"The Festival was a great experience for me. I would say the Festival does SF and its famous environmental community proud."* **Hanna Morris, student**

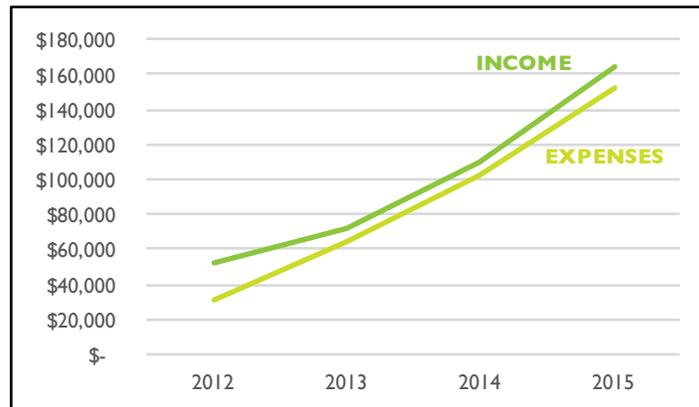


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## Our Financials

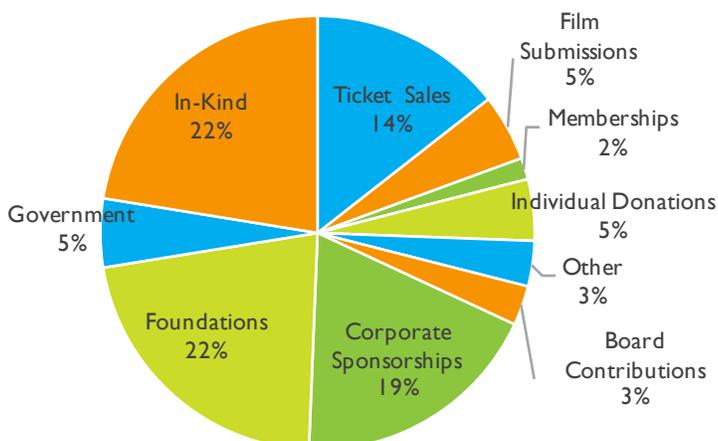
In 2015, we continued to see positive growth in both our cash income and expenses.



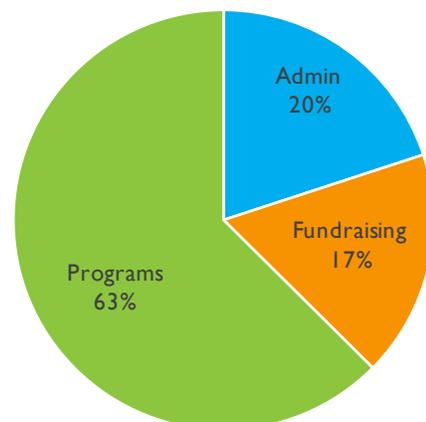
This year, we raised \$165,000, a 51% increase over 2014 revenue. There was an additional \$48,000 value of in-kind goods & services. We also had a 66% increase in individual donations. The average donation was \$309. 100% of these donations go to programs.

As we increase our revenue each year, so we increase our investment in our programs and infrastructure. The number of program offerings expanded 10% in 2015. We also invested in new staff and strategic planning with our new Board of Directors.

**2015 TOTAL INCOME**



**2015 TOTAL EXPENSES**





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## Our Team

**The Festival is driven forward by a community of dedicated people working year-round behind the scenes.**

For the first time, we have been able to sustain a small full-time staff of two people. We aim to grow this core team and seasonal staff in 2016, including hiring our third employee in January 2016. Alongside, this core team the time, skills and enthusiasm of over 40 volunteers make this happen. In the office, we're supported by interns in all aspects of production and fundraising. Plus, the many volunteers that help at venues.

Our Board continues to develop and we had our first annual board retreat to provide the strategic direction for the year to come.

### Board of Directors

Kevin Krueger (Chairman)	Heather Jackson (Secretary)	Gemma Bradshaw (COO, SFGFF)
Rachel Caplan (President, Founder)	Suzanne Harle	
Jason Kaminsky (Treasurer)	Heather Louie	

## Our Supporters

**We continue to build a diverse network of support for the Festival. Through cash and in-kind support our sponsors, foundations, partners and individual donors are providing a stable base for us to bring more green film to San Francisco.**

- **63** cash and in-kind sponsors (**37** returning sponsors, supporting year-on-year. **26** new sponsors)
- **3** new foundation grants from Wallace Alexander Gerbode Foundation, Dean Witter Foundation, & SF Arts Commission.
- **79** people joined our new membership program (launched April 2015), part of our increase individual donations .
- **37** community partners in the arts and environment connecting us to wider audiences & campaigns.
- Full list of our supporters: [greenfilmfest.org/thanks](http://greenfilmfest.org/thanks)

## Connect

**We can't wait to share even more green films and discussion with you in the year ahead.**

Find out more: [greenfilmfest.org](http://greenfilmfest.org)  
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